



NEWS...

FROM THE CALIFORNIA TRAVEL AND TOURISM COMMISSION

January/February 2004 Issue

The California Travel and Tourism Commission

The California Travel and Tourism Commission (CTTC) is a non-profit organization, with a mission to develop and maintain marketing programs – in partnership with our state’s travel industry – that keep California top-of-mind as a premier travel destination, and thus, result in a steady and increasing stream of visitor expenditures. The CTTC, working together with the California Business, Transportation and Housing Agency’s Division of Tourism, make up “California Tourism.”

From the CTTC Executive Director:

“This new year brings a host of changes for us at the California Travel and Tourism Commission (CTTC). Effective January 1, the California Division of Tourism is no longer part of the California Technology, Trade and Commerce Agency that was recently eliminated, but has moved to the California Business, Transportation and Housing Agency (BT&H). The new Secretary of BT&H, Sunne Wright McPeak, is also the new Chair of the CTTC. Sunne is looking forward to her new tourism role and to generating synergy with her other programmatic responsibilities. As well, bringing with them a wealth of experience in the travel and tourism industry, we have two new CTTC Vice Chairs: Claire Bilby, Vice President of Sales and Distribution Marketing for Walt Disney Parks and Resorts; and Ted Burke, Owner of Shadowbrook Restaurant. Additionally, Terry MacRae, President of Hornblower Cruises and Events, will be taking over as CTTC Chief Financial Officer.

Although we face many challenges in this new year with reduced funding, all of us are committed to working tirelessly on the promotion of California and to providing low-cost cooperative opportunities for the industry like the ones listed in this newsletter. On behalf of all of us at the CTTC, I wish you a prosperous new year!”

*Best regards,
Caroline Beteta*



- Spring 2004 Advertising/Cooperative Campaign
- *The Best of California* TV Series and Web Site
- *The Best of California* Driving Guide
- Latest Web Site Activity
- *What’s New in California*
- Upcoming California Tourism Awards
- 2004 Culture California Program
- New California Welcome Center Web Site
- 2004 California Visitor’s Guide
- Free Research and Statistics
- California Connection and Group Travel
- California Golf
- ITB, German/European Travel Trade Show
- CTTC for FREE
- CTTC Regional Marketing Representatives

Be Part of California Tourism's Spring 2004 Campaign

Despite the budget cuts experienced by California Tourism, the spring 2004 campaign is again anchored by the "Welcome to California" television ad – the spot that showcases California stars and icons and received very positive feedback in last year's tracking research. Expanding the reach of the TV is a print cooperative insert that will run in the May 2004 issues of *National Geographic Traveler*, *Frommer's Budget Travel* and *Travel & Leisure*. The space deadline for placing an ad or listing in this spring insert is February 13. Travel industry partners can also participate in this campaign by taking advantage of the *free* interactive "Offer Wizard" that highlights special travel values on www.bestofcaliforniatv.com. To participate, go to www.mering.com, click on "client access," enter "calcoop" as the user name and "mering" as the password, and download the form. For more information on the print cooperative insert or the "Offer Wizard," contact Susan Wilcox, Chief Deputy Director, at 916-444-0430 or swilcox@cttc1.com.

The Best of California (TBOC) Television Series and Web Site

Launching in March 2004 alongside the advertising campaign will be a new 13-week season of TBOC television series and Web site. The travel writers and editors of *Sunset* magazine will explore all facets of California tourism in this highly entertaining TV series that will run in 17 Western U.S. markets and has the potential to reach 15 million TV households. The interactive www.bestofcaliforniatv.com site will provide more detail on travel products, along with special deals and quick getaways available for online booking. Since its launch in May 2003, the Web site has generated nearly 250,000 visitor sessions. For more information on a wide range of advertising and sponsorship opportunities, contact Patti Archuletta of K2 Communications at 310-563-2610 or patti_archuletta@k2communications.com.

The Best of California Drives Coming in Spring 2004

Thanks to the positive response of readers and advertisers, *Sunset* magazine and California Tourism are collaborating to produce a new issue of *The Best of California Drives*. A total of 850,000 four-color driving guides will be inserted into *Sunset* magazine's June 2004 issue for drive-market subscribers in California, Arizona and Nevada. An additional 150,000 copies will be included in California Tourism's fulfillment packets. The deadline to advertise in the guide is March 1. For details, contact Katrynke Carpenter, California Travel and Tourism Publications, at 714-424-1987 or carpenterk@sunset.com.

Latest California Tourism Web Site Activity

From August through November 2003, California Tourism's Web site (www.visitcalifornia.com) averaged: 253,902 visitor sessions (an increase of 41% over 2002); 88,784 unique visitors (an increase of 14% over 2002); and 4,334,448 hits per month. Users on the site averaged a total of 8 minutes, 26 seconds per visitor session (an increase of 18 seconds over 2002). For more information about California Tourism's Web site, please contact Andrew Meditz, Publications Coordinator, at 916-319-5425 or ameditz@cttc1.com.

What's New in California – Promote Your New Travel Product!

A popular source for story ideas, *What's New in California* is distributed to 3,000 consumer and travel trade media worldwide, posted on www.visitcalifornia.com and translated into German, Spanish, Portuguese and Japanese. To submit an item or product for consideration in the spring 2004 issue, please include new attractions, exhibits, accommodations, unusual tours, museums, events, or major renovations, and send by January 15 to Leona Reed, Communications Coordinator, at 916-444-0410 (fax) or lreed@cttc1.com.

Enter Your Best Work for a California Tourism Marketing Excellence Award!

Start thinking now about entering your company's tourism work in categories that will range from best print, radio, outdoor and television advertising to Web site, direct mail, cooperative marketing, publicity, niche marketing, and more! Awards will be presented on March 24 at the California Conference on Tourism in Monterey. As in prior years, conference attendees will vote to determine the winners. The entry brochure will be sent out in mid-January, and the deadline to receive all submissions is March 1. For more information, contact Sue Coyle, Tourism Awards Coordinator, at 916-319-5422 or scoyle@cttc1.com.

2004 Culture California Program

The California Cultural Tourism Coalition will feature Asian and Pacific Islander heritage in 2004 with a travel planner that highlights museums and special events. This unique insert will appear in the April issues of *National Geographic Traveler* and *Sunset Select*, and the May issue of *Smithsonian*, for a total distribution of one million and approximate readership of more than 2.5 million. The space deadline for the insert is January 19. For sponsorship and advertising opportunities, contact Susan Wilcox at 916-444-0430 or swilcox@cttc1.com. In addition, free cultural event listings are available at www.culturecalifornia.com.

New Web Site for California Welcome Centers

The www.visitcwc.com Web site is now online! Each of the 11 official California Welcome Centers (CWCs) has a special section that includes: general information, attractions, lodging, transportation and regional information. Although California Tourism oversees the program, the CWCs are individually and privately operated. For more information about the listings in your region, contact the CWCs individually at the addresses provided online. For advertising opportunities or general information about the program, contact Janice Simoni, CA Welcome Centers Manager, at 916-445-1094 or jsimoni@commerce.ca.gov.

California 2004 Official State Visitor's Guide and Travel Planner

California's new visitor's guide and travel planner, with special features and sections on the 12 regions of California, began distribution in December 2003. To receive your copy, please call 800-862-2543 and request a visitor information packet, or order online at www.visitcalifornia.com.

Valuable Research and Statistics

Monthly bulletins with travel-related research and statistics are now available from California Tourism via e-mail. Files will utilize Windows, PowerPoint, Excel and Adobe Acrobat formats and may be quite large in size. Assessed businesses can receive a free subscription by sending a request to research@cttc1.com.

Get More Group Business with California Connection

Are you interested in attracting more group leisure business? Consider becoming a member of California Connection, the grass-roots travel marketing organization that has a successful history with group tour operators, specifically through the National Tour Association. Join California Connection by February 2004 to take advantage of all the benefits and marketing activities planned for the year. For details, contact Terry Selk, Director of Travel Trade Development, at 916-319-5411 or tselk@cttc1.com.

California Golf

Entering its second year, California Golf continues to aggressively market product with the *California 2004 Official Golf Guide* and the www.californiagolf.com Web site. For more information about the wide range of advertising and marketing activities, contact Terry Selk at 916-319-5411 or tselk@cttc1.com.

Join CTTC in Berlin at the World's Largest Travel Trade Exhibition

Germany continues to be California's second strongest European market and indicators show that traffic volume from the region is on the rebound, spurred by the sudden surge in the euro. Join the CTTC at ITB from March 12-16 to showcase your product or service to thousands of German and European travel trade and media. Participation options include California booth space or brochure distribution. Space is limited, so sign up soon! For more details, contact Terry Selk at 916-319-5411 or tselk@cttc1.com.

CTTC for FREE!

California Tourism is working hard to provide *free* marketing opportunities to our valued assessed business partners with a variety of programs including: the online "Offer Wizard" promoted by the spring 2004 print cooperative campaign, *What's New in California*, Culture California, Shop California, Research, California Meetings/Incentive, the United Airlines Employee Travel Web site, and many more! To participate, check out the opportunities in this newsletter or contact Susan Wilcox at 916-444-0430 or swilcox@cttc1.com.

CTTC

Sunne Wright McPeak, CTTC Chair
(Secretary, California Business,
Transportation and Housing Agency)

Claire Bilby, CTTC Vice Chair
(Vice President, Sales and Distribution Marketing,
Walt Disney Parks and Resorts)

Ted Burke, CTTC Vice Chair
(Owner, Shadowbrook Restaurant)

Terry MacRae, CTTC Chief Financial Officer
(President, Hornblower Cruises and Events)

Caroline Beteta, CTTC Executive Director

Jennifer Jasper, CTTC Deputy Director

Lisa Kruttschnitt, Newsletter Editor,
CTTC Director of Public Affairs

*California Tourism is a joint marketing venture of the
California Travel and Tourism Commission (CTTC)
and the California Business, Transportation and
Housing Agency, Division of Tourism*

California Travel and Tourism Commission

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CTTC Regional Marketing Representatives

From July through November 2003, CTTC regional marketing representatives met with over 1,500 businesses and travel colleagues throughout the state. The goal of the program is to spread the word about the extensive California Tourism marketing and cooperative programs available – many at little or no cost! We encourage you to contact your local marketing representative:

Region	Representative	Contact Information (E-Mail; Phone)
All Regions	Jennifer Jasper	jjasper@cttc1.com ; 916-447-0981
City of San Francisco	Jason Pacheco	jpacheco@cttc1.com ; 707-224-9007
San Francisco Bay Area and Central Coast	Jean Johnstone	jjohnstone@cttc1.com ; 510-652-3294
Northern and Central CA	Shellie Cook	scook@cttc1.com ; 916-933-2433
Northern and Southern CA Mountains	Pettit Gilwee	pgilwee@cttc1.com ; 530-583-2138
Ventura, L.A. and Orange County	Bob Amano	bamano@cttc1.com ; 626-698-6044
Deserts	Sue Coyle	scoyle@cttc1.com ; 916-319-5422
San Diego and Inland Empire	Kathy Anderson	kanderson@cttc1.com ; 760-635-1375

Please note these designations are for outreach purposes only and do not replace the established 12 California Tourism regions used for most marketing purposes. If you have questions, or do not see your area listed above, please contact Jennifer Jasper, Deputy Director, at 916-447-0981 or jjasper@cttc1.com.